



**October 2003**

## Manufacturer of the Year Award



Each year one of the Made In Alaska permit holders is selected as the Manufacturer of the Year. We are now accepting nominations for this prestigious award. Drop a note, by the December 31st deadline, to Made In Alaska and tell us whom you think deserves this prestigious award for 2003 and why they stand-out above the others. We will do the rest. Self-nominations are expected and welcomed.



## Commercial News USA

Chuck Becker, director of the Alaska Export

Assistance Center, reported that over 100 export successes valued at over \$4Million have been completed in the past three months. Commercial News USA (CNUSA) can put your products in front of nearly 140,000 decision-makers who are looking for American made products. The cost of this service is \$495 per year. If you are ready to export and want more information on CNUSA or other export assistance, contact Chuck at 271-6237 in Anchorage.

## Made In Alaska 2004 Calendar of Events

Our next issue of Bear Necessities will be out in January 2004 and will contain our colorful and popular statewide calendar of shows and events that welcome the sale of Made In Alaska products. Should you know of any shows or events that should be listed in this calendar, but have not been listed in the past, contact Leeann in the Made In Alaska office and we will make every effort to include you

## 2004 Made In Alaska Workshops

"Marketing to Alaskans" will be the theme of the 2004 Made In Alaska Workshops. Our prior workshops have been well received by those permit holders, retailers and others who have attended. Mark your calendars now and plan on attending a workshop in your area. Our next edition of Bear Necessities will detail subjects to be covered and the speakers.

**Kodiak** @ 1PM on Tuesday, February 24, 2004  
Chamber of Commerce, 100 Marine Way

**Mat-Su Valley** @ 1PM on Wednesday, February 25, 2004  
Lake Lucille Inn, 1300 West Lake Lucille Drive

**Anchorage** @ 8AM & 1PM on Thursday, February 26, 2004  
B.P. Energy Center, 900 East Benson Boulevard

**Juneau** @ 1PM on Monday, March 1, 2004  
Small Business Development Center, 3100 Channel Drive, Suite 306

**Wrangell** @ 8AM on Wednesday, March 3, 2004  
City Council Chambers, City Hall, 205 Brueger Street

**Ketchikan** @ 8AM on Thursday, March 4, 2004  
Visitor's Bureau, Upstairs Conference Room, 131 Front Street

**Sitka** @ 8AM on Friday, March 5, 2004  
Harrigan Centennial Hall, 330 Harbor Drive

**Homer** @ 1PM on Tuesday, March 9, 2004  
Chamber of Commerce, 135 Sterling Drive

**Soldotna/Kenai** @ 8AM on Wednesday, March 10, 2004  
Mykels Restaurant in the Soldotna Inn, 35041 Spur Highway

**Fairbanks** @ 1PM on Thursday, March 11, 2004  
Pike's Waterfront Lodge, 1850 Hoselton Road



## NEED HELP? JUST ASK!

It's a complex world for small business owners. As trade barriers fall, government rules and regulations increase and competition intensifies, it becomes more and more difficult to start or stay in business. However, free or low cost help is out there. Small businesses have always been the backbone of our economy and many government and private programs exist to help prepare the small business person for today's challenges. Here is a listing of some key organizations, in Alaska, that stand ready at low or no cost to assist you in resolving problems and capitalizing on opportunities:



*Alaska Small Business Development Center (SBDC) – is part of the University of Alaska and is partially funded by the Federal Small Business Administration. The SBDC offers confidential counseling with many business needs, i.e. business plans, loan packages, marketing, accounting, controls and much more. Their services are very low or no cost. Give them a call and schedule an appointment with one of their counselors. They offer great training programs, extensive business libraries and one-on-one counseling. Five locations around the state plus a rural outreach program...*

Barbara Stein, **Anchorage** Director of Anchorage SBDC  
430 West 7th Avenue, Suite 110, Anchorage, AK 99501-3550  
Phone: (907) 274-7232 (800) 478-7232 Fax: (907) 274-9524  
e-mail: [anbas2@uaa.alaska.edu](mailto:anbas2@uaa.alaska.edu)

Anya Petersen-Frey, Director of **Mat-Su Borough** SBDC  
201 Lucille Street, Suite 2A, Wasilla, AK 99654  
Phone: (907) 373-7232 Fax: (907) 373-7234  
e-mail: [anamp@uaa.alaska.edu](mailto:anamp@uaa.alaska.edu)

Scott Swingle, Director of **Fairbanks** SBDC  
613 Cushman, Suite 209, Fairbanks, AK 99701  
Phone: (907) 456-7232 (800) 478-1701 Fax: (907) 456-7233  
e-mail: [fnsts@uaf.alaska.edu](mailto:fnsts@uaf.alaska.edu)

Mark Gregory, Director of **Kenai** Peninsula SBDC  
43335 Kalifonsky Beach Road, Suite 16, Soldotna, AK 99669  
Phone: (907) 262-7497 Fax: (907) 262-6762  
e-mail: [inmeg@uaa.alaska.edu](mailto:inmeg@uaa.alaska.edu)

Jackie Stewart, Director of **Juneau/Ketchikan** SBDC  
3100 Channel Drive, Suite 306, Juneau, AK 99801  
Phone: (907) 463-3789 Fax: (907) 463-3489  
e-mail: [anjas3@uaa.alaska.edu](mailto:anjas3@uaa.alaska.edu)

Matt Tullar, Director of UAA SBDC **Rural Outreach** Program  
430 West 7th Avenue, Suite 110, Anchorage, AK 99501-3550  
Phone: (907) 274-7232 (800) 478-7232 Fax: (907) 274-9524  
e-mail: [anmkt@uaa.alaska.edu](mailto:anmkt@uaa.alaska.edu)



SCORE (Service Corps of Retired Executives)

US Small Business Administration

510 L Street, Suite 310, **Anchorage**, AK 99501-1952

PHONE: (907) 271-4022 FAX: (907) 271-4545

EMAIL: [score558@gsi.net](mailto:score558@gsi.net)

Web site: <http://www.sbaonline.sba.gov/ak>

*This is a group of retired executives who provide training and counseling at no cost to small businesses. Check out the SBA web page for list of counselors and other information.*



Jennifer Abbott, Director of YWCA WOMEN\$finances

324 E. 5th Avenue, **Anchorage**, AK 99501

Phone: (907) 644-9611 Fax: (907) 644-9650

e-mail: [jabbott@ywcaak.org](mailto:jabbott@ywcaak.org)

Web site: [http://www.alaskabizbuilders.org/women\\$fund/](http://www.alaskabizbuilders.org/women$fund/)

*Provide to women free or very low cost training in entrepreneurship, finance, ethics and other subjects. Offer one-on-one counseling and has micro-loans of up to \$10M.*



Chuck Becker, Director of Alaska Export Assistance Center

U.S. Department of Commerce

1104 West 7th Avenue, Post Office

Box 100700, **Anchorage**, AK 99510

Phone 271-6237 Fax 271-6242

E-mail: [cbecker@mail.doc.gov](mailto:cbecker@mail.doc.gov)

Web site: <http://www.alaska.net/~export>

*Established to promote export of goods from Alaska. Provides trade leads, events and trips. Provides export assistance of all kinds. Free advice and assistance. Can save you lots of money on trade missions and other efforts. Has associates statewide.*



### Alaska Manufacturers' Association

Dave Arnsdorf, President of Alaska Manufacturers Association

3201 C Street, Suite 406, **Anchorage**, AK 99503

Phone: (907) 565-5655 Fax: (907) 565-5646

e-mail: [drarnsdorf@alaskamfg.com](mailto:drarnsdorf@alaskamfg.com)

Web site: <http://www.alaskamfg.com>

*Their vision is "To strengthen the global competitiveness of Alaska-based manufacturing by providing assistance to smaller manufacturing firms in adopting new, more advanced manufacturing technologies, techniques, and business best practices, and to help remove barriers and encourage the development of support systems that will support new formation and growth of manufacturing companies."*

*AMA provides free or low cost training, counseling and consulting on a variety of manufacturing subjects.*





Deborah Marshall, Director

Alaska InvestNet

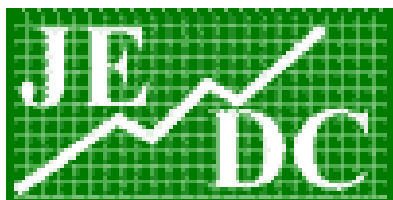
One Sealaska Plaza, Suite 303, **Juneau**, AK 99801-1245

Phone: (907) 586-1929 Fax: (907) 463-3929

e-mail: [dmarshall@alaskainvestnet.org](mailto:dmarshall@alaskainvestnet.org)

Web site: <http://www.alaskainvestnet.org>

*Alaska InvestNet is a statewide non-profit corporation helping entrepreneurs access investors by providing them with the tools and resources they need to succeed. This group attempts to introduce Alaska business owners to investors looking for investments in our state. Will assist you in preparing the proper presentation and make sure you are in the right place at the right time.*



Brian Johnson, Director, Business Assistance

Juneau Economic Development Council

612 W. Willoughby Ave., Suite A, **Juneau**, AK 99801-1732

Phone: (907) 463-3662 (888) 393-3662 Fax: (907) 463-3929

e-mail: [bjohnson@jedc.org](mailto:bjohnson@jedc.org)

Web site: <http://www.jedc.org/bac.htm>

*The JEDC works to enhance quality of life by actively promoting economic diversity and sustainable development in Juneau, Southeast Alaska and through specific statewide programs. We assist businesses in creating family wage jobs with our business counseling, revolving loan fund and sector-specific programs, as well as serving as the Overall Economic and Development Planning agency for the City and Borough of Juneau. Has access to micro-loans for small businesses.*



Kenai Peninsula Borough Economic Development District

14896 Kenai Spur Highway, Suite 103-A, **Kenai**, AK 99611

Phone: (907) 283-3335 Fax: (907) 283-3913

e-mail: [Jcarter@kpedd.org](mailto:Jcarter@kpedd.org)

Web site: <http://www.kpedd.org>

*Kenai Peninsula EDD supports businesses, typically those that are considered a cottage industry, by assisting with developing their business plans, preparing them for commercial loans, providing access to capital and providing technical support through our Business Incubator Program. If entrepreneurs are willing to take the risk, EDD is willing to assist them with their endeavor.*



Sue Cogswell, Executive Director

Prince William Sound Economic Development Council

2207 Spenard Road, Suite 207, **Anchorage**, AK 99503

Phone: (907) 222-2440 Fax: (907) 222-2411

e-mail: [sue\\_cogs@yahoo.com](mailto:sue_cogs@yahoo.com)

Web site: <http://www.alaska.net/~pwsedc/>

*Prince William Sound Economic Development Council provides ongoing development counseling for both new and established business and holds regular small business workshops in the major communities of the Prince William Sound area.*



Jan Phillips, Executive Director

Arctic Development Council

P.O. Box 1353, **Barrow**, AK 99723

Phone: (907) 852-4146 Fax: (907) 852-4147

e-mail: [adc1@barrow.com](mailto:adc1@barrow.com)

Web site: <http://www.arcticdevelopment.org/>

*ADC offers a number of services to help small businesses achieve their goals, including training courses offered through Ilisagvik College, one-on-one business counseling, financing and much more.*

## NEW SHOW WELCOMES MADE IN ALASKA PRODUCTS

February 19-22, 2004 are the dates that the International Market, a Winter Cities Showcase, will be held in Anchorage at the Egan Center. This show will be held in conjunction with the Winter Cities International Convention and the opening days of Fur Rendezvous, including the Grand Parade, fireworks and start of sled dog races. The show will include exhibitors from Japan, Scandinavia and China. Sourdough Productions is the show's promoter and can be contacted at 277-7469 in Anchorage or 1-888-509-7469 toll free statewide. Cost of a 8' x 10' booth is listed as \$500. Web site for Sourdough is <http://www.sourdough.net> and for the Winter Cities group <http://www.wintercities2004.org/>.

Sourdough Productions has also included a Winter Cities trade show element into their 9th Annual PAC-COM (Pacific Rim Construction, Oil & Mining) show held February 18-19 at the Sullivan Arena.

Northway Mall in Anchorage is the location of the 2004 Fur Rendezvous' Craft Show on February 25-29. Booths are \$250 for one; \$450 for two. Contact the Fur Rondy folks for information at 274-1177. The Fur Rondy web site is <http://www.furrondy.net>.



# WELCOME NEW!

## **The Green Coffee Bean Company**

Steven Krentz  
Ketchikan 247-5621  
Wholesale - No  
Permit #5372 for:  
Custom Coffee Roasting Of Specialty And  
Gourmet Coffee Beans From Around The  
World

## **Bare Bone Creations**

Bobbi Hutcherson  
Kodiak 487-2841  
Wholesale - No  
Permit #5373 for:  
Flower & Sculptures Made From Fish  
Bones

## **Doc's Products-Alaska**

Jim Guttierrez  
Wasilla 746-6061  
Wholesale - Yes  
Permit #5374 for:  
Doc's Deep Reliever Holistic Health Care  
Products.

## **Northern Lights Wood Crafts**

Dennis Rose  
Cordova 424-4306  
Wholesale - Yes  
Permit #5375 for:  
Candle Holders Handcrafted Exclusively  
With Native Alaskan Hemlock And Spruce  
Woods.

## **Alaskan Wildlife in Wood**

Louis Barton  
Fairbanks 488-2971  
Wholesale - Yes  
Permit #5376 for:  
Two Dimensional Hand-Sculptured Wall  
Mountings Handcrafted From Exotic  
Woods From Around The World.

## **Peninsula Overhead Doors, Inc.**

Trudy Scott  
Nikiski 776-8700  
Wholesale - No  
Permit #5377 for:  
Hydro Swing Doors: Hanger/Shop Doors  
Fabricated Out Of Steel Tubes, Top  
Hinged And Raised By Hydraulic System  
& Motor.

## **Smith Brothers - Wasilla Concrete**

Michael Smith  
Wasilla 376-5331  
Wholesale - Yes  
Permit #5378 for:  
Concrete Redimix Products  
Permit #5379 for:  
Washed And Crushed Sand And Gravel  
Products

## **Raven Frog Fiber Art**

Bobbi Daniels  
Sitka 747-8700  
Wholesale - Yes  
Permit #5380 for:  
Handspun And Hand Dyed Yarns And  
Clothing

## **Catherine Joan Petersen**

Catherine Joan Petersen  
Eagle River 696-8541  
Wholesale - Yes  
Permit #5381 for:  
'Women with Wings', 'Floosies with  
Feathers' and 'Babes with Beads'...Angels  
With An Attitude. Handcrafted Dolls And  
Ornaments Using The Finest Fabrics,  
Beads And Trims. Botanical Pins  
Featuring Tiny Hand Painted Illustrations  
Of Fireweed, Forget-me-not

## **Heartfelt Creations by Johnna**

Johnna Brown  
Wasilla 376-5939  
Wholesale - No  
Permit #5382 for:  
Handcrafted Alaskan Animals, Beaded  
Pins And Silk Floral Decor

## **Jewels by Jody**

Jody Brown  
Wasilla 376-5939  
Wholesale - No  
Permit #5383 for:  
Jewelry And Novelty Items

## **Metlakatla Bottled Water Company**

India Semaken  
Metlakatla 886-4267  
Wholesale - Yes  
Permit #5384 for:  
Purple Mountain Pure Pristine Drinking  
Water. Bottled In The Middle Of  
America's Largest Rainforest.

## **Tall Totem Taxidermy & Leather**

**Works by Chii-na**  
Sherman Alexander  
Ward Cove 247-8308  
Wholesale - Yes  
Permit #5385 for:  
Sea Otter Products  
Permit #5386 for:  
Seal Skin Products  
Permit #5387 for:  
Custom Made Buckskin Garments, Vests,  
Dresses And Traditional Regalia.

## **Tok Welding And Fabrication**

Martin Marshall  
Tok 590-7363  
Wholesale - No  
Permit #5388 for:  
Camping Woodstove

## **Big Bear Scents Of Alaska**

Lucas Ax  
Palmer 373-3710  
Wholesale - No  
Permit #5389 for:  
Handmade Incense & Diffusers

## **General Mechanical, Inc.**

Donald Burns  
Anchorage 522-5959  
Wholesale - Yes  
Permit #5390 for:  
Seismic Roof Curbs  
Permit #5391 for:  
Sound Attenuating Ductwork

## **Snowflake Stitches**

Marylee Dexter  
Fairbanks 474-9490  
Wholesale - No  
Permit #5392 for:  
Hand And Machine Embroidery On Baby  
Items Such As Blankets And Bibs.

## **Spoon Jam**

David Predeger  
Anchorage 301-5289  
Wholesale - Yes  
Permit #5393 for:  
Handcrafted Hard Wood Spoons Made In  
Pairs To Be Used As Musical Rhythm  
Instruments Complete With A Handmade  
Drawstring Bag.

# ERMIT HOLDERS



## Clay Creek Pottery

Susan Baker  
Chiniak 486-2895  
Wholesale - No  
Permit #5394 for:  
Ceramic Ware Including Functional,  
Decorative And Sculpter Ware

## 6 Dogs Creations

Stephine Ogden  
Fairbanks 978-0341  
Wholesale - Yes  
Permit #5395 for:  
Water Resistant Dog Booties With Fleece  
Inner  
Permit #5396 for:  
Water Resistant Dog Jackets With Fleece  
Inner  
Permit #5397 for:  
Water Resistant Throw Blankets With  
Fleece Inner  
Permit #5398 for:  
Water Proof Dog Crate Pads With One  
Side Fleece

## Snowflake Stitches

Marylee Dexter  
Fairbanks 474-9490  
Wholesale - No  
Permit #5399 for:  
Custom Made Computer Dust Blankets  
With Hand And Machine Embroidery.

## Lazyg Woodworking

Lee Garland  
Salcha 488-7332  
Wholesale - No  
Permit #5400 for:  
Wood Products

## Lakeside Gardens & Gallery

Karen Mattson  
Willow 495-6636  
Wholesale - Yes  
Permit #5401 for:  
Floral Notecards Including Seeds, Fine  
Art, Prints And Greeting Cards

## Fawn's Carmel Popcorn

Fawn Horsley  
Anchorage 332-0751  
Wholesale - Yes  
Permit #5402 for:  
Carmel Corn

## J Lerner Originals

Jill Lerner  
Anchorage 345-3525  
Wholesale - Yes  
Permit #5403 for:  
Original Handmade Purses And Tote Bags  
Out Of Various Fabrics

## Mosquito Enterprises

M Brigid Broderick  
Anchor Point 235-2140  
Wholesale - Yes  
Permit #5404 for:  
Jewelry

## Full Spectrum Studio

Fred Freer  
Fairbanks 451-9738  
Wholesale - Yes  
Permit #5405 for:  
Realistic And Stylized Alaskan, Birds  
And Surreal Paintings, Drawings, Prints  
And Greeting Cards By Fred Freer.

## Yukon Ryder

Matthew Tullar  
Anchorage 317-1855  
Wholesale - Yes  
Permit #5406 for:  
Alaska Folk 'n Rock Music CD's

## Eye of the Eagle Studio

Marvin Niemeyer  
Wasilla 357-3662  
Wholesale - Yes  
Permit #5407 for:  
Alaska Birch Salad Bowls, Hand Turned  
And Finished

## J R F Enterprises

Joni Freeman  
Anchorage 345-2328  
Wholesale - No  
Permit #5408 for:  
Birdhouses And Birdfeeders

## The Alaska Chocolate House

Della Sliker  
Fairbanks 374-9942  
Wholesale - Yes  
Permit #5409 for:  
Handmade And Molded Chocolates

## Cabin Fever Crafts

Cathleen Boylington  
Petersburg 772-4206  
Wholesale - Yes  
Permit #5410 for:  
Handpoured Wildlife, Floral & Celestial  
Themed Candles. Also Mosaic Pillar  
Candles.  
Permit #5411 for:  
Gemstones And Glass, Hand Stringed  
Necklaces, Earrings And Bracelets, Using  
Natural And Man-Made Materials.  
Permit #5412 for:  
Quilted And/Or Appliqués Wall Hangings  
In Wildlife, Nature And Marine Life  
Themes.

## Borealis Threads

Pamela Pace  
Fairbanks 456-8340  
Wholesale - No  
Permit #5413 for:  
Hand-Dyed Cotton Fabric For Quality And  
Sewing  
Permit #5414 for:  
Woven Rugs

## Lotte International Trading

Yon Taik Chung  
Anchorage 274-3924  
Wholesale - Yes  
Permit #5415 for:  
Cinder Conk and Inonotus Obliquus

## Forget-Me-Not Potter

Robin Dempsey  
Anchorage 345-5979  
Wholesale - Yes  
Permit #5416 for:  
Beaded and Custom Made Silver Jewelry  
Made From Precious Metal Clay

## Big Wood Chainsaw Carving

Erica Rothenbuhler  
Wasilla 376-6068  
Wholesale - NO  
Permit #5418 for:  
Chainsaw Carvings



# Business License Fees

Effective September 4<sup>th</sup> the cost of a business license increased from \$50 to \$100 per year. Sold on a biannual basis, license fees will cost \$200 to purchase a new or to renew a license that will be good for two calendar years. A business license is required for a "for profit or nonprofit entity engaging or offering to engage in a trade, a service, a profession, or an activity with the goal of receiving a financial benefit in exchange for the provision of services, or goods or other property."

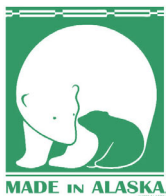


Among the few who are exempt from a business license are persons engaged in a fisheries business; a mining business and those who furnish goods or services who do not represent to be regularly engaged in furnishing goods or services. Sole proprietors over the age of 65 pay a reduced fee of \$50 per year for their business license.

Business licenses may be purchased or renewed online by going to <http://www.dced.state.ak.us/occ/> or by mail to P.O. Box 110806, Juneau, AK 99811-0806. Purchase in person in Juneau at DCED, 333 Willoughby Avenue, 9th Floor, State Office Building (phone 465-2534) or in Anchorage at DCED, Robert B. Atwood Building, 550 W. 7th Avenue, Suite 1500 (phone 269-8160). (Note: Made In Alaska permit holders are required to hold an active business license unless exempted by law.)

Egan Center and other product display walls...contact:  
Ruth St. Amour, Department of Community & Economic  
Development at 269-4527 in Anchorage.

<http://www.madeinalaska.org/mia>



**Made In Alaska**  
**741 East 13th Avenue**  
**Anchorage, AK 99501-4621**  
**Phone 272-5634 Fax 272-5635**

**e-mail: [madeinalaska@anchoragemarkets.com](mailto:madeinalaska@anchoragemarkets.com)**  
**Web site: <http://www.madeinalaska.org/mia>**

**Bill Webb, Program Manager/Agent**  
**e-mail: [bill@anchoragemarkets.com](mailto:bill@anchoragemarkets.com)**

**Leeann Brewster, Program Administrator**  
**e-mail: [leeann@anchoragemarkets.com](mailto:leeann@anchoragemarkets.com)**

**Winter Hours 8AM to 4PM Weekdays**

## FOOD NETWORK VISITS SOUTHEAST

Should you be watching the "Food Finds" show on the food network next spring, do not be surprised to see a few of your fellow Alaskans as the stars of the show. Sandra Pinckney, host of the "Food Finds" Series travels regularly to seek out high-quality regional food products that their viewers can order by mail. This was their first trip to Alaska.

Made In Alaska permit holders included in the filming were **Geoff and Marcy Larson** of Alaskan Brewing Company in Juneau; **Edward Iwamoto** of Theobroma Chocolate Company in Sitka; **Susan and Daniel Humphrey** of Birch Boy Syrups in Haines.



The "Food Finds" show reaches a huge international audience and products highlighted on the show are sure to enjoy a greatly increased volume of business. Food Finds did a great job of picking three of our well established permit holders to represent our great state.

We wish the "Food Finds" show and those permit holders chosen to represent Alaska success. We will try to keep readers posted as to the date the segment will air in Alaska.

## Why 2<sup>nd</sup> Notices

We know that many regard their Made In Alaska permit as a valued item and most wish to remain continuously active in the program from year to year. All Made In Alaska permits are issued for a twelve-month period. We send a renewal notice about 30-40 days in advance of the permit's expiration date. In most cases, we get a response within a couple of weeks.



Should we not get a timely response, as a courtesy we send a second notice about 14 days prior to the end date of the permit as a reminder that your permit is about to expire. Occasionally the recertification check and our second notice cross in the mail. We apologize when this happens and suggest that you simply discard the second notice. Most certifications and recertifications are entered into the computer and the new certificates mailed within 48 hours after receipt in our office.

Should we not receive your recertification prior to the expiration date of the permit, we will attempt to reach you by phone and/or e-mail to find out if you wish to remain in the program or not. We will be happy to give a brief extension should circumstances warrant.



# HELP YOURSELF — BY USEING THE LOGO

The Made In Alaska Program's goal is to help Alaska manufacturers and handcrafters sell more of their products by using the well known and registered Mother Bear & Cub label. The program management has limited funds to promote use of the product and has directed much of the funds to printing and distributing point of sale items along with rack cards for distribution in public areas frequented by tourists. To be most effective we need the continuous help of the Made In Alaska permit holders.

First, your products must have the logo conspicuously displayed on your product. To help in this effort we have stickers in two sizes and three colors available at a low cost of about a penny and one-half each. Sewn items can use our cloth labels that come in ten colors for a quarter apiece. It cost you nothing to obtain a computer disk or email from us with the logo in .jpeg, .tiff and .eps formats. These allow you to incorporate the label into your labels, tags, brochures, business cards, letterheads and other promotion items at no extra cost. Many permit holders report that using the label on your products is the most inexpensive and the most effective way that they have found to increase their individual sales. Many people do look for and favor products that carry the label.

Secondly, we need our permit holders to help us distribute and use our point of sale items. We offer to permit holders and retailers, at no charge, posters, decals, table tents and signs for display in businesses that offer Made In Alaska products and on shelves that hold Made In Alaska products for sale. In addition, the decals bring much attention to our program when used as door displays or bumper/window stickers. Included in this year's budget will be reverse decals for window displays and rectangular cut decals for bumper stickers.

We need your help in getting the word out "Look for the Label" and by making sure the label is there when the consumer is deciding what to purchase.



**CUSTOMERS ARE  
LOOKING FOR  
THE LABEL...**

**PROUDLY DISPLAY  
THE LABEL  
ALWAYS!**



## Free — POINT OF SALE ITEMS POSTERS, TENTS, DECALS

Made In Alaska maintains an inventory of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking. These items spruce up your in store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the word...

*"Look for the Label"*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Mail this form to Made In Alaska, 741 East 13th Avenue,  
Anchorage, AK 99501-4621 or Fax 272-5635

Number Needed	Item
	Decal — 6" x 6", Display & Doors
	Decal — 10" x 10" Trucks & Doors
	Look for the Label Tents 3" x 5" folded
	Look for the Label Posters 8" x 10"
	Another Alaskan Product Tent 2" x 3" folded
	Another Alaskan Product flat 3" x 4"
	Another Alaskan Product flat 4" x 9"

## LABEL ORDER FORM

Return this form to Made In Alaska  
741 East 13th Avenue, Anchorage, AK  
99501-4621



Permit # \_\_\_\_\_

Name: \_\_\_\_\_

Address \_\_\_\_\_

City/Zip \_\_\_\_\_

MAKE CHECKS PAYABLE TO

Roll Labels (Stickers) 1,000 roll	# Rolls or Bags	Cost Roll or Bag	Amount Due \$
Large Black & White		\$15.00	
Large Gold & Black		\$15.00	
Large Silver & Black		\$15.00	
Small Black & White		\$12.50	
Small Gold & Black		\$12.50	
Small Silver & Black		\$12.50	

### Woven Cloth Labels Sold 50 Per Bag

Black		\$12.50	
Red		\$12.50	
Royal Blue		\$12.50	
Navy Blue		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Purple		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	

Total Amount Due With Order \$ \_\_\_\_\_



## Convention "Goody" Bag Items

If you produce a unique low cost item, i.e. it sells for \$5 to \$10...and you think it would be good to go in the "goody bags" that Alaska convention goers often get upon registration at their convention, contact Stella Josephine at Buy Alaska to be included on their list of suppliers that is made available to convention planners. Buy Alaska is located at 430 West 7<sup>th</sup> Avenue, Suite 110, Anchorage 99501. Phone contact is 274-7232 in Anchorage or 1-800-478-7232 statewide toll free. Fax to 274-9524 or send an email to [stella@buyalaska.com](mailto:stella@buyalaska.com). These folks are great to deal with and good things may just happen with just a little effort on your part. Should you not be familiar with Buy Alaska, go to their web site <http://www.buyalaska.com> for more information...or give them a call. It's all FREE!

**Also....BUY ALASKA** is developing a training program to assist businesses in becoming prepared to sell to the major retailers. In conjunction with this training and in association with Made In Alaska, they are planning an "event" where Alaska businesses can meet one-on-one to sell to major retail buyers. If you are interested in being on a notification list for either of these programs, please contact Stella Josephine at 274-7232 x65 or [stella@buyalaska.com](mailto:stella@buyalaska.com).

**Order your labels and point of  
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show season...it's started!**



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